

WMI Zero Litter Initiative

Trash Summit
November 15, 2013

What is the Zero Litter Initiative?

- Santa Clara Basin Watershed Management Initiative
- Formed in 2008
- Multiple cities and agencies
- Preventing litter on our streets from entering creeks and waterways
- Includes stakeholders outside of the water quality field to holistically think about litter issues



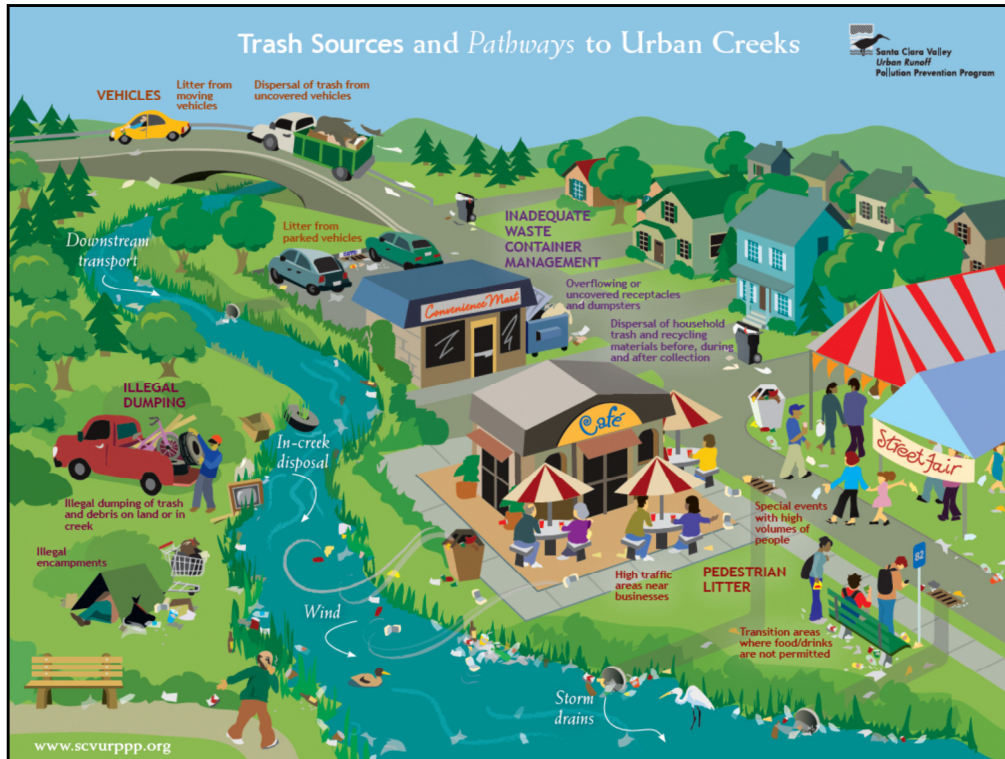
Key Partners



CLEAN South Bay



Western Waters Canoe Club



ZLI Approach

- Identifying *sources* and *pathways of litter*
- Engaging stakeholders outside water quality realm
- Workshops on specific topics and breakout workgroups
 - Facilitate a common understanding
 - Foster partnerships for cooperative solutions



2011 Focus

- Roundtable on Homelessness in Creeks
 - Attended by 28 representatives including environmental, housing, public safety, social services
 - Shared perspectives and experiences
 - Discussed potential solutions



Solid Waste Industry

- Engaged Santa Clara Recycling and Waste Reduction Commission
- Technical Advisory Committee
- Solid Waste industry professionals



Series of Roundtable Sessions

- More than 50 participants
- Waste haulers and operators, municipal solid waste and water quality professionals



“Door to Dump”



Trash Sources and Pathways to Urban Creeks Garbage & Recycling Collection, Transport and Processing “Door to Dump”



via Wind and Stormwater Runoff



Five Action Groups

- Training
- Public Education
- Service Parameters
- Institutional
- Technology



Training

- Workgroup Participants: Haulers, Municipalities, Environmental Groups
- In Process: Companion BMP Poster *“What Clean Looks Like-Being part of the solution!”*
- Planned: Coordinated training for driver actions and complaint response, which align with outreach material to customers
 - New words & approach to Old methods - It’s not just a job! Specific BMP Training based upon zoomed-in view of poster areas



Outreach

- Focus on shared-bin areas
- Multi-family and Commercial properties



Problem:

Common or shared trash container/dumpster areas are common sources of trash and litter in our communities. These areas suffer from the

“tragedy of the commons” affect where many individuals use the containers, no one feels they have personal responsibility for keeping area

clean, the container lids are left open or material is overflowing, and material can be easily mobilized by wind or animals.

Proposed Response:

1. Develop materials that can educate both the users of these common areas and the property managers responsible for these areas;
2. Increase hauler/driver reporting and reinforcement of messaging when they encounter these situations; and
3. Follow-up with appropriate enforcement response after the educational approaches have been applied.

Outreach

- Target: multi-family and commercial property managers and tenants
- Leverage planned outreach efforts
- Share materials, messages, and resources
- Reach out to associations and facility organizations to spread message



Multi-Family Property Owner Guide



Prevent Litter by Right-Sizing Your Service

Over-filled garbage bins and recycling carts will not be serviced because they often exceed weight limits while excess materials become litter.

Litter can enter storm drains, local waterways and the Bay threatening our water quality, recreation and wildlife.

Customers will be responsible for removing excess materials and return-trip fees.

Contact Utilities Customer Service at (408) 730-7400 to right-size your service.

Lids Must
Remain Closed

Keep Waste Collection
Areas Clean



Service Parameters

- Focus on right-sizing bins
 - Multi-family
 - Commercial
- Municipality Program Survey to gather:
 - Model Language
 - Municipality/Hauler Support



Institutional

- Develop/conduct survey (joint effort with Outreach)
- Develop model contract language
- Develop model BMP's for litter prevention
- Determine method of distribution



Technology

- Eliminate overflowing containers
- Eliminate light-weight loose material at the landfill



Technology

- Easy Lift bin lids, with foot pedal
- Truck shielding, to reduce wind blown litter

